

1C—Learning about Learning #1

Online Open Library Engagement: The Example of #1Lib1Ref

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A recent digital engagement campaign by the Wikipedia Library can serve as a model for public engagement on the open web. Under the banner of #1Lib1Ref, librarians from all over the world were brought together via social media as a way to celebrate Wikipedia's 15th anniversary. This paper explores the social theory underlying the campaign, particularly social influence and social movement theories; the use of the engagement pyramid model and adaptation of conversion in the propagation of the campaign; and how the campaign contributes to the mediation of library values in moving beyond the traditional sphere of the academic library.